

# PRME Principles for Responsible Management Education

*an initiative of the United Nations Global Compact*

## The PRME Goalkeepers

### Background

The PRME SDGs Student Engagement Platform was launched in Sept 2016 with the support of the UN Envoy on Youth to engage business students to support the advancement of the Sustainable Development Goals (SDGs). By Sept 2017, the PRME SDGs Student Engagement Platform demonstrated success through close collaboration with partners in the launch of projects / initiatives including: [AIM2Flourish](#), [Breakthrough Innovation Challenge](#), [GOWI](#), [Oikos PRME research hub](#), [Sulitest](#), [WikiRate](#). Please refer to appendix 1 for impact analysis of PRME SDGs Student Engagement partnerships.

Each of these projects offered students the opportunity to learn, analyse, highlight, evaluate, and in some instances, assist company activities as they relate to responsible and sustainable business operations.

The PRME Secretariat now feels there is further opportunity to build on our efforts by introducing and launching the PRME Goalkeepers (The programme). The programme is structured so that it benefits: business and management students, businesses and business schools as well as management-related higher education institutions.

### Objectives

The programme works at four levels, as described below:

- **Mind-set shifts<sup>1</sup>:**

The programme focuses on mind-set shifts. It works to engage students to learn and adopt mind-set approaches, both in business school and the real world, that are necessary to implement the global goals.

- **Impact & Implementation & Involvement:**

The programme works to recognise those business students that are making an impact on businesses through their involvement in the implementation of the global goals. We stress impact, involvement and implementation here because we feel that the true ambassador will be those that are able to do good while working for-profit orientated organisations.

- **Collaboration:**

The programme focuses on enhancing collaboration amongst the partner networks. Currently, each student engagement initiative is stand-alone and there is no overarching umbrella that provides a

<sup>1</sup> Mind-set shifts are a concept developed in the book: Repaint the Future! On the Road to a Sustainable Tomorrow published by Sustainia

sense of cohesion to the individual projects or the experience of students as they engage with PRME partners. This programme requires students to complete a specific set of activities e.g. complete an Aim2Flourish story, engage with the Mind-set shifts, and work on a live corporate sustainability project within a commercial organization in order to qualify.

**Recognition:**

The programme would provide recognition to those students who have successfully transformed the approach of a for-profit organisation to corporate responsibility through both their thinking and doing. We expect to appoint about 100 PRME Goalkeepers per year.

**How it works:**

Each PRME Goalkeeper will need to have completed the following set of activities:

- Completed / worked on a global goal related project with a for-profit organisation, for example through PRME-affiliated partners (e.g. completed an AIM2Flourish article; participated in the PRME WikiRate project etc.)
- Have completed a corporate sustainability course at their PRME linked business school. The knowledge and skills gained will be tested through the Sustainability Literacy Test (Sulitest) and the Competency Assessment for Responsible Leadership test (CARL test).
- Have read books including but not limited to:
  - Repaint the Future! On the road to a sustainable tomorrow;
  - For Goodness' Sake: Satisfy the hunger for meaningful business;
  - Flourishing Enterprise: The New Spirit of Business;
  - And /or other assigned literature and shared the mindset with a for-profit organisation by working on a SDGs related project.
- Completed the GOWI course on PRME (in development) and other sustainability courses.
- Etc. – to be defined.

**Partners:**

Current and future PRME SDGs Student Engagement Platform Partners (in alphabetical order):

- AIM2Flourish
- CARL: competency assessment for responsible leadership
- For Goodness' Sake: Satisfy the hunger for meaningful business by Chris Houston with Jordan Pinches, Telosity
- GOWI
- oikos PRME Research Hub
- Repaint the Future! On the road to a sustainable tomorrow, Erik Rasmussen (Project Director), Sustainia
- Sulitest: the sustainability literacy test
- WikiRate
- Etc. – still being defined

**Expected outcomes**

Students will receive valuable learning experiences by researching and working with companies' to create sustainable efforts and innovative business solutions to challenges related to the SDGs. Further, they will develop the mindset required to be leaders in the business community. Companies will have access to leaders and innovative thinking to address their global goals.

Appendix 1: Impact analysis of PRME SDGs Student Engagement partnerships

Partner Programme	Objectives	Student Engagement	Business School Engagement	Business Engagement	Impact
<p><b>AIM2Flourish</b> An initiative of the Fowler Center for Business as an Agent of World Benefit at the Weatherhead School of Management-Case Western Reserve University.</p>	Connects PRME students with business leaders to discover and learn about SDGs-solving innovations that do good and do well.	3,214 students.	118 schools across 59 countries.	900+ businesses have engaged.	900 new innovations published by end of 2017.
<p><b>Breakthrough Innovation Challenge</b></p>	Connected mainstream companies with next generation PRME students / innovators and entrepreneurs to catalyze breakthrough rather than incremental innovation.	130 student team submissions (3 students per team). Of the 130 student teams, 7 teams were shortlisted for the programme.	Submissions from 24 schools in 18 countries.	Seven corporates engaged in the programme: <ul style="list-style-type: none"> <li>• BRASKEM</li> <li>• ENEL</li> <li>• FUJI XEROX</li> <li>• IBERDROLA</li> <li>• NATURA</li> <li>• NESTLE</li> <li>• SUMITOMO CHEMICAL</li> </ul>	The 7 student teams presented together with the 7 companies throughout the day of the UN Global Compact Leaders Summit on 21 September 2017.
<p><b>CARL</b> is an online competency assessment for responsible leadership test.</p>	CARL provides a pragmatic and rapid way to determine the state of existing responsible leadership competencies of individuals, PRME students and groups.	5,000 tests have been taken.			

**DRAFT CONCEPT NOTE**

<p><b>GOWI</b> is an online learning platform that takes complex sustainability topics and breaks them down into bite sized portions for time strapped executives, students and consumers.</p>	<p>GOWI aims to educate, engage, and inspire us all to be sustainability change makers in our jobs and daily lives. Get On With It!</p>	<p>TBC</p>	<p>Currently the platform is being used by many PRME Signatory schools as an additional resource to learn more about sustainability topics.</p>		<p>There are currently 9 courses offered, free of charge and individuals can sign up and take a course at any time. Courses provide PRME students and other interested parties with digestible introductions to sustainability topics.</p>
<p><b>oikos PRME Research Hub</b></p>	<p>The oikos PRME Research Hub is an online platform to share and discuss PRME student research on sustainability in economics, finance, and management among bachelor, master and PhD students worldwide.</p>	<p>TBC</p>	<p>TBC</p>	<p>TBC</p>	<p>TBC</p>
<p><b>Sulitest:</b> the sustainability literacy test</p>	<p>Sulitest provides PRME higher education institutions, companies and other organization around the world with an internationally recognized and locally relevant tool to measure and improve sustainability literacy for all their students, employees and members.</p>		<p>688 universities and corporations across 61 countries.</p>	<p>75,604 tests taken.</p>	

<p><b>WikiRate</b></p>	<p>Students from Advanced PRME schools research company sustainability reports and extract data based on a set of metrics developed by WikiRate and the UN Global Compact and add it to the open WikiRate platform.</p>	<p>950 student engagements.</p>	<p>The pilot included 9 higher education institutions, with 13 professors in 7 countries across 5 continents.</p>	<p>TBCm</p>	<p>Generated over 20,000 data points on corporate sustainability performance. Students gain an understanding of corporate sustainability, the UN sustainable development agenda and issues of subjectivity, contextualization of data, and comparability. It also helps the UN Global Compact in its efforts to track, assess, communicate business contributions to and impact.</p>
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